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Adidas Superstar

Adidas

## Adidas Superstar

The Adidas Superstar is sneaker royalty, full stop. Tracing its origins back to the '70s, the three-stripe silo proved synonymous with cool thanks to endorsements first by court stars like Kareem Abdul-Jabar and later by hip-hop titans Run DMC. Its textured toe-box may no longer be a novel concept, but it remains an iconic Adidas style to this day.

BUY FROM ADIDAS: \$95

BUY FROM ZAPPOS: \$95 \$70



Adidas Stan Smith

Adidas



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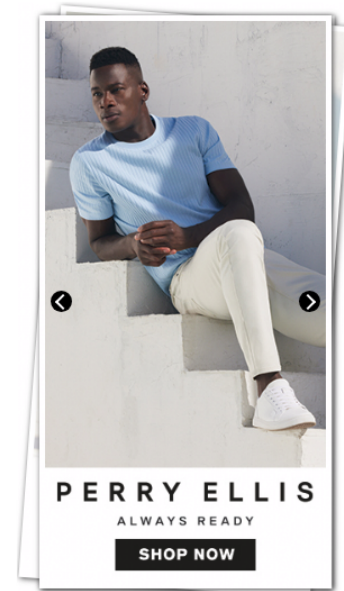


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Adidas Stan Smith

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## Adidas Stan Smith

If you don't automatically recognize the clean colorways, sleek profile and mustachioed tongue-graphic of the Adidas Stan Smith, we're not so sure we can help you. Arguably Adidas' most notable lifestyle sneaker, and certainly among the best-selling, the Stan Smith has withstood the test of time, with over half a century of blessing feet everywhere since its namesake dominated the court.

BUY FROM ZAPPOS: \$100

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Adidas Samba

Adidas

## Adidas Samba

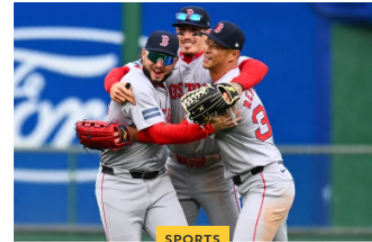
What more is there to be said about the Adidas Samba? A seminal three-stripes style, the football trainer turned cultural icon mainstay cool people's feet for decades, and will probably continue to do so for decades more. It's recently gained a new level of hype among sneaker fans, thanks to frequent collaborations with the British fashion label, Wales Bonner.

BUY FROM ADIDAS: \$100 \$90

BUY FROM AMAZON: \$85 \$58

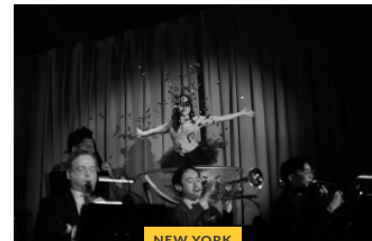
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Adidas Gazelle

Adidas

## Adidas Gazelle

Another sneaker to draw inspiration from soccer, the 1966 release has remained a linchpin in the Adidas catalog as a casual alternative to the Stan Smith and Superstar, passing through numerous iterations of design and a plethora of different constructions — kangaroo leather, synthetics and the current suede finish have all composed the Gazelles upper — over its 60-odd lifespan. A football-adjacency has elevated it to cult status specifically in the U.K. — you might remember a little band called Oasis donning the Gazelle from time to time.

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BUY FROM GUCCI: \$850



Adidas Campus

Adidas

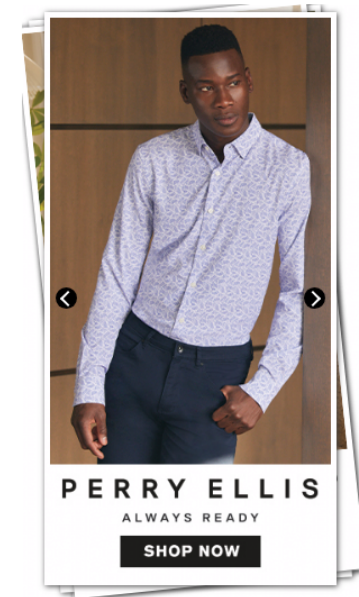
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Adidas Campus

Adidas

## Adidas Campus

A fraternal look-alike to the Gazelle, the Adidas Campus, like most of its brethren, began as a performance shoe, dubbed "Tournament," an alternative to the court-dominating Superstar. Renamed "Campus" in the 1980s, the style slowly gained notoriety for the pared-back stitched sole and buttery-suede suede upper, as well as for its penchant for popping up on the feet of The Beastie Boys. Although less popular than the Superstar and Stan Smith, the style maintains its claim as one of the coolest models around, featuring a host of coveted collabs and endorsements.

BUY FROM ADIDAS: \$110



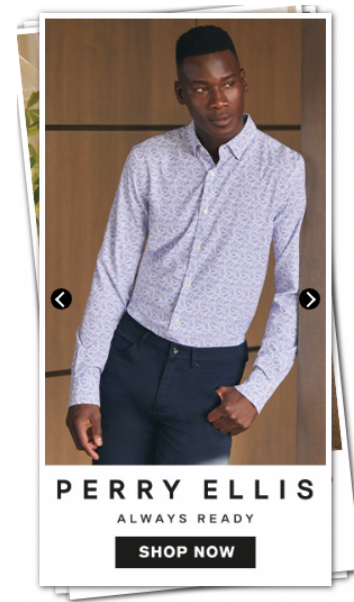
Adidas UltraBoost 5.0

Adidas

## Adidas UltraBoost 5.0

One of Adidas' most instantly-recognizable silhouettes, few shoes have had the cultural impact of Adidas' bubbly-soled UltraBoost sneakers in as little time. Released in 2015, the style rocketed from a niche running shoe to must-have lifestyle grail overnight thanks to some excellent collaborations, unparalleled comfort, and an endorsement by a one Kanye West. While they're transitioned from hype-forward grail to something of a commonplace kick, there's zero denying that the UB's grip on hypebeast culture will go down in history.

BUY FROM AMAZON: \$190 \$93





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BUY FROM AMAZON: \$170 \$79



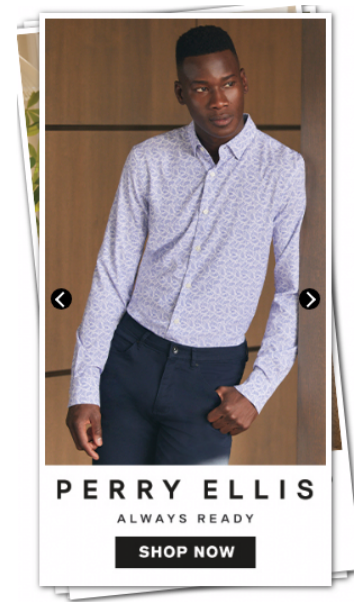
Adidas NMD\_R1

Adidas

## Adidas NMD

Utilizing the same Boost midsole technology as the UltraBoost, the NMD's lightweight Primeknit gives it an appeal similar to that of the Nike Roshe Run — easy on and easier still to wear. The NMD silo has been bolstered by an abundance of iterations over the years, from the weatherproof GORETEX styles to the bootie-esque City Sock, making it practically impossible not to find a style right for you.

BUY FROM ZAPPOS: \$150 \$112







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Adidas Busenitz  
Adidas

## Adidas Busenitz

A vicennial release, the Busenitz was designed for Adidas' kickflip-focused contingency, originally the pro model for skater Dennis Busenitz. Co-opted from the Copa Mundial football boot, the Busenitz takes many cues from the classic soccer-style fold-down tongue and cupsole, but details like the Geofit collar make it all its own.

BUY FROM ADIDAS: \$80 \$72



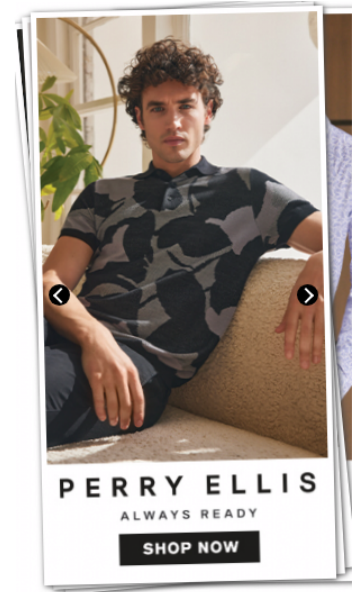
Adidas Nizza

Adidas

## Adidas Nizza

The presumed answer to the Converse All-Star, the Nizza was released in 1975 as an all-around athletic shoe, with a reinforced toe-cap, and a grippy, high-profile gum sole, which has made the Nizza a sneaker of choice for skaters everywhere — along with their reasonable price tag.

BUY FROM ADIDAS: \$80 \$72





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Adidas Ozweego

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## Adidas Ozweego

Originally released in 1996, the Ozweego (and following OZ styles) integrated athletics and sportswear with then-innovative adiPRENE cushioning and Torsion sole support, creating a meshed experience between performance and lifestyle. While the original design faded from Adidas' core silos, the unique structure made it a favorite of 'heads and designers everywhere — most notably, Raf Simons — and the style was rebooted in the late 2010s.

BUY FROM ADIDAS: \$120



Adidas Forum 84 Low

Adidas

## Adidas Forum





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Adidas Forum 84 Low

Adidas

## Adidas Forum

Adidas' latest basketball reboot, the Forum (in particular, the Forum '84 Low) has seen a resurgence in the past months, perfectly scratching the retro-kicks itch at a fraction of the resale price. The suede lining and rubber sole may nod to their original purpose, but the Forum '84 Low is a modern lifestyle shoe, through and through.

[BUY FROM ZAPPOS: \\$100](#)


Adidas 4D Futurecraft

Adidas

## Adidas 4D

Adidas' most recent foray into the cutting edge of performance and lifestyle, the 3D-printed lattice midsole of the 4DFWD was crafted over four years, utilizing data from runners to create a functional, ergonomic and lightweight cushioning tech that you have to wear to believe.

[BUY FROM ADIDAS: \\$220](#)

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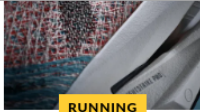
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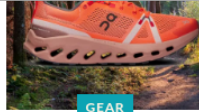
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Paolo Sandoval is Commerce Editor at InsideHook, having previously contributed to Valet Mag. He writes and reports about style, running, grooming, wellness, menswear trends, cultural media and other pursuits tangential to looking and feeling like a million bucks.



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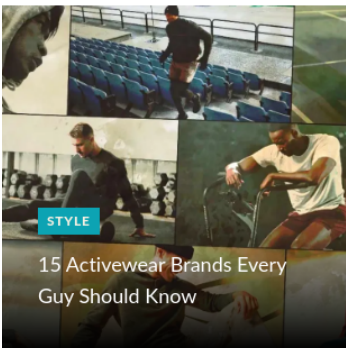
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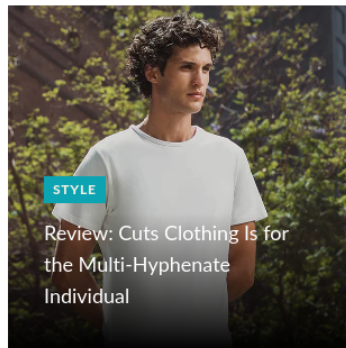
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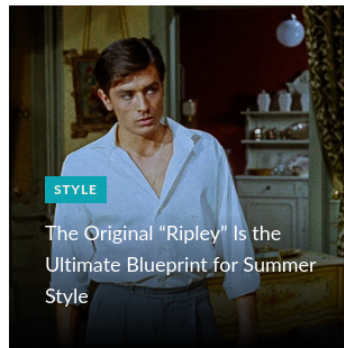
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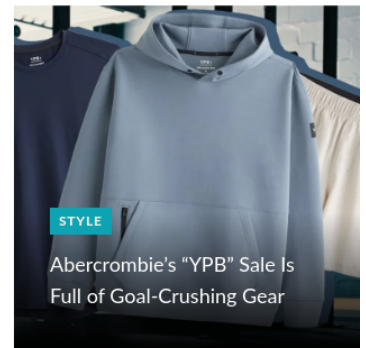
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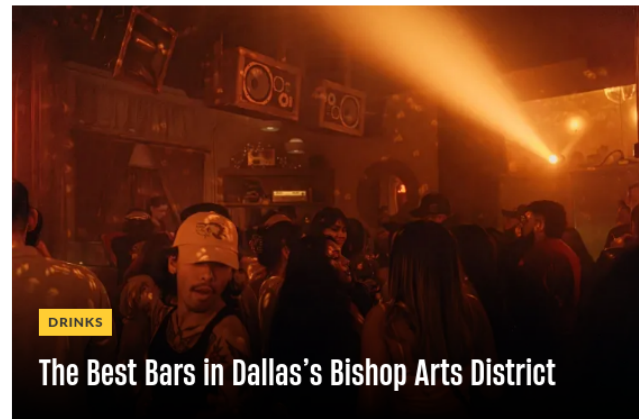
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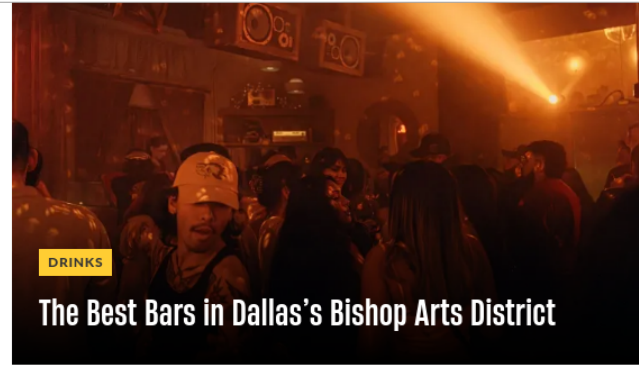
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Features

## Adidas: The history of the Three Stripes on football shirts

By [Mark White](#) published July 15, 2022

Adidas' 'Three Stripes' have become an emblem of the brand – and it's evolved over the years...



(Image credit: Getty)

Think of Adidas and you think of the Three Stripes. The iconic design has become interwoven into the fabric of the German brand's visual identity over decades to the point where this very simple signifier is synonymous with a single manufacturer.

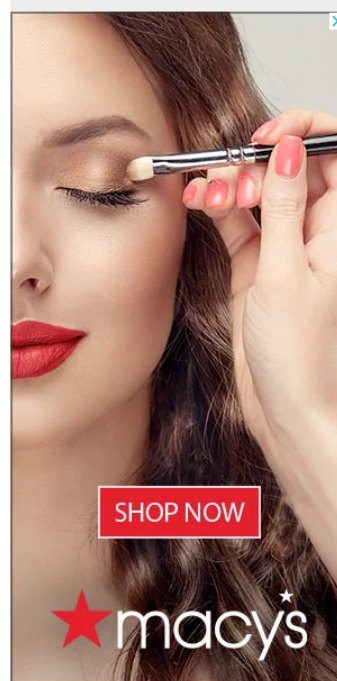
And over the years, the stripes have evolved, developed, grown, shrunk, moved and changed a-plenty. They weren't always on the sleeves, you know.

In 2022, [Adidas kits](#) are still some of [the finest football kits around](#) – but even in [retro shirts](#), the stripes are as constant as the company's logo itself...

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And over the years, the stripes have evolved, developed, grown, shrunk, moved and changed a-plenty. They weren't always on the sleeves, you know.

In 2022, **Adidas kits** are still some of **the finest football kits around** – but even in **retro shirts**, the stripes are as constant as the company's logo itself...

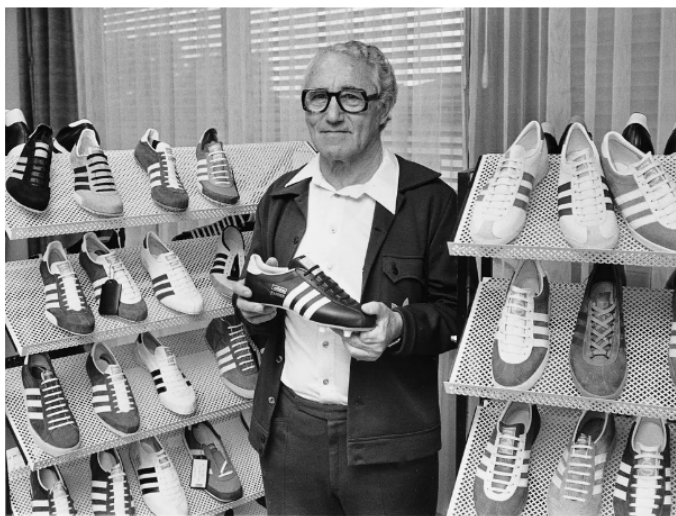


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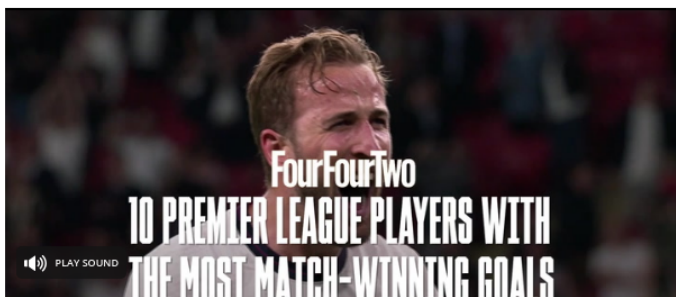
## 1952: Adidas acquire the Three Stripes branding from Karhu Sport



(Image credit: Getty)

Karhu Sports were a Finnish brand who brought out footwear in the 1940s with the Three Stripes on. In 1952, the Olympic Games were held in Helsinki, Finland, where the stripes were on show.

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Adidas, founded by Adi Dassler, bought the branding from Karhu. They paid just two bottles of whiskey and the equivalent of €1,600.

## 1972: The Three Stripes make their Olympic debut



(Image credit: Getty)

Some two decades later at the Olympics in Munich, West Germany – Dassler's home country – the Three Stripes and 'Trefoil' logo appear for the first time.

The 'Trefoil' is still used by the company today.

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## 1974: The stripes appear at their first World Cup...



## 5 Manchester United identify ideal midfield partner for Kobbie Mainoo - from relegation-threatened club: report

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**1974: The stripes appear at their first World Cup...**

(Image credit: Getty)

For the first time, the Three Stripes are at the World Cup – also held in West Germany.

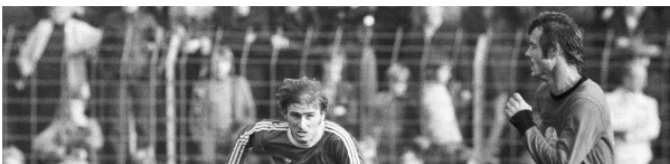
Despite Adidas manufacturing the hosts' jerseys, though, the stripes do not appear on the white home shirt of eventual champion West Germany.

**1974: ...one Dutchman rebels against the stripes, in loyalty to Puma**

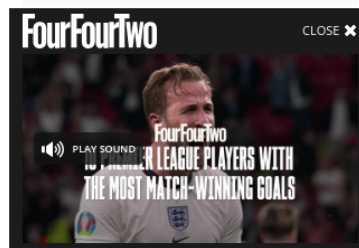
(Image credit: Getty)

Adidas's biggest icons of that World Cup become the Dutch, who dazzle with their brand of Total Football in bright orange Adi jerseys.

But their biggest star, Johan Cruyff, is sponsored by Puma and wears Puma King boots. He decides to rip off one of the stripes on his Adidas Netherlands shirt, in solidarity with his sponsor.

**1975: The stripes appear at club level**

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1979: The stripes appear at club level



(Image credit: Getty)

Clubs in Germany begin adopting the Three Stripes on their shirts.

The likes of Crystal Palace, Ipswich Town and Queens Park Rangers will all wear Adidas shirts in the next few years.

### 1978: Adidas make the Brazil national shirts



(Image credit: Getty)

The first and only World Cup to feature Adidas Brazil shirts was 1978.

Not a vintage tournament for the Selecao – though they never lost a World Cup match with the Three Stripes down their sleeves, going out of the second group stage of the competition.

### 1982: The Three Stripes are well-established now



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(Image credit: Getty)

That's Norman Whiteside of Northern Ireland, who were wearing Adi kits for the 1982 World Cup.

As were Poland, West Germany, Chile, Hungary, El Salvador, France, Spain, Honduras, New Zealand and Soviet Union. All of them had the Three Stripes on their home and change strips.

### 1988: Adidas get bolder with shirt designs



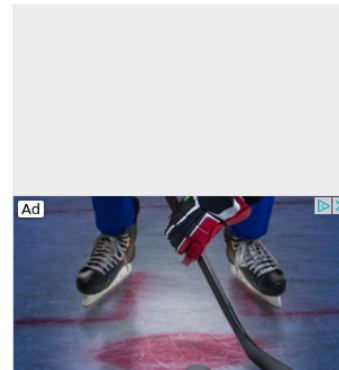
(Image credit: Getty)

Previously, the stripes were the big embellishment of an Adidas shirt. With the stripes becoming so recognisable in the 80s, however, the manufacturer had to come up with more exciting designs alongside the stripes.

In '88, the Netherlands were given their iconic Euro-winning shirt, while West Germany got this design in teal for their away strip. The Soviet Union and East Germany both received similar shirts, while the West Germany home shirt is another classic, with the German flag adorning the front with an iconic design.

More wacky shirt designs would follow, with the small stripes down the sleeves – such as Arsenal's bruised banana top. Adidas were evolving...

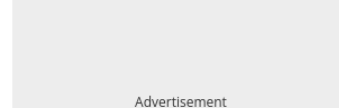
### 1991: The stripes begin to grow



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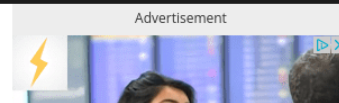
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(Image credit: Getty)

Now we're in the 1990s, another time of iconic designs for Adidas, who kept stripes on the sleeves and made them the focus of the shirt once more.

How? By making them massive. This home top from Marseille became an instant classic.

### 1992: France get double-shoulder stripes



(Image credit: Getty)

The patterns began to evolve even more, with France getting this get-up ahead of the 1992 Euros. Sweden also had big stripes over their shoulders for a shirt immediately recognisable at the tournament.

### 1993: Arsenal get an Adidas sash



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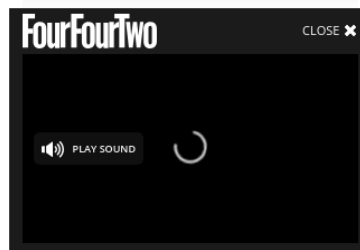
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(Image credit: Getty)

The closest thing to a sash that Adidas have done with the stripes?

This shirt might not be as beloved as the bruised banana from 1991 but it's an interesting marker in Adidas's history nonetheless.

### 1993: Liverpool have a new kind of stripe, too



(Image credit: Getty)

By now, the stripes are no longer just on the sleeves.

Liverpool had a Marseille-style home jersey with giant shoulder stripes – and also had this home shirt, along with a similarly-patterned away effort.

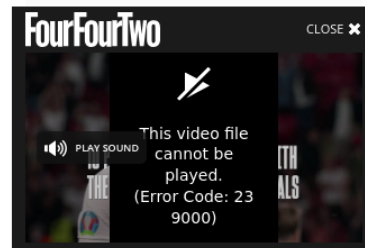
### 1995: Stripes around the sleeves



(Image credit: Getty)

Something a little more minimal from Adidas, the Three Stripes move to the

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(Image credit: Getty)

Something a little more minimal from Adidas, the Three Stripes move to the cuffs of the sleeves.

Rangers had a number of great Adi shirts in the 90s – but this one is still a highlight.

### 1996: Spain's stripes are vertical...



(Image credit: Getty)

Euro 96 sees Adidas create bespoke designs for a number of nations, with Spain getting this home shirt for the tournament in England.

The German brand hasn't done anything similar since.

### 1996: ...while Romania get a different style

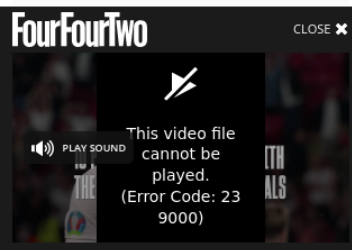
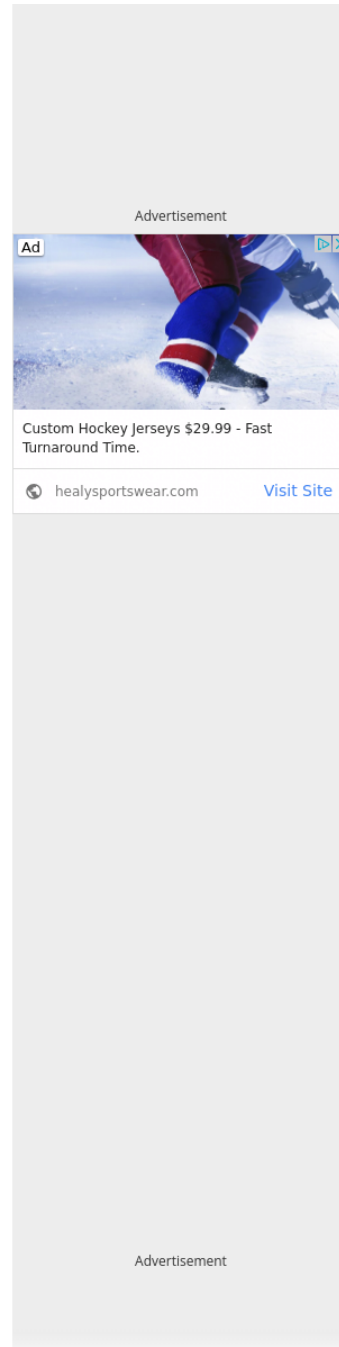


(Image credit: Getty)

Adidas mix up their Euros shirts to give some teams traditional stripes and other teams bigger stripes in this style.

Eventual winners Germany have a plainer home shirt with smaller stripes down the sleeves, while their green away shirt looks more like this Romania top.

### 1996: Newcastle get a new design





Adidas mix up their Euros shirts to give some teams traditional stripes and other teams bigger stripes in this style.

Eventual winners Germany have a plainer home shirt with smaller stripes down the sleeves, while their green away shirt looks more like this Romania top.

### 1996: Newcastle get a new design



(Image credit: Getty)

Once again, the smaller, traditional stripes get moved off the shoulders.

Newcastle United have them wrapped around the chest for this top.

### 1998: Australia get a different design

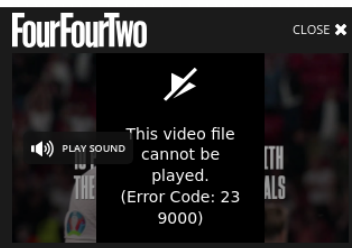
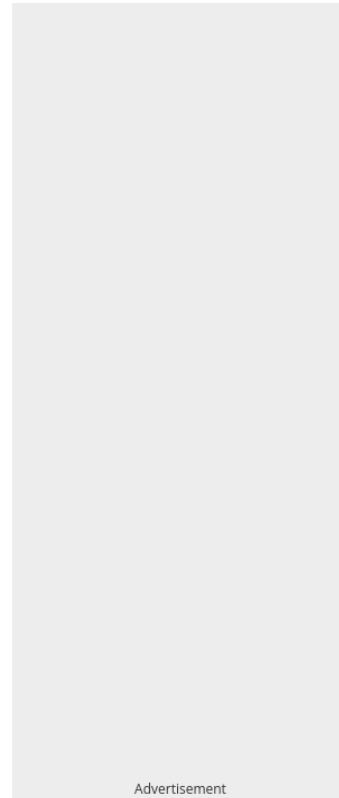


(Image credit: Getty)

Australia fail to qualify for the 1998 World Cup, going out of qualification on away goals to Iran (yep, really).

But they too get a different iteration of the Three Stripes.

### 2001: Adidas continue to experiment



away goals to Iran (yep, really).

But they too get a different iteration of the Three Stripes.

### 2001: Adidas continue to experiment



(Image credit: Getty)

By and large, the bigger stripes begin disappearing during the 90s, with Adidas leaning more towards the smaller, more traditional shoulder stripes.

Occasionally though, shirts like Fulham's home top pop up with variations. The stripes on this one are vertical and just on the cuffs.

### 2001: Iker Casillas sees another new variation



(Image credit: Getty)

For Real Madrid's goalkeeper top of the early 2000s, the stripes shift off the shoulder and more to the front of the shirt.

Why just the goalkeeper's shirt? We'll never know. Nice, though.

### 2002: The stripes are shortened



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(Image credit: Getty)

For the 2002 World Cup, Adidas were re-imagining, making an iconic set of Predators, creating the Fevernova ball and re-working their kit designs for a new millennium.

The Three Stripes have always gone all the way down the arm up until now... but not anymore. The stripes stop halfway down the sleeve – and they're no longer made from fabric but the same kind of plastic that sponsors on kits are made from.

### 2004: The stripes are now... sharper?



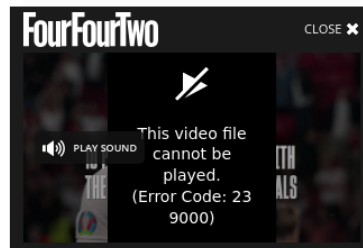
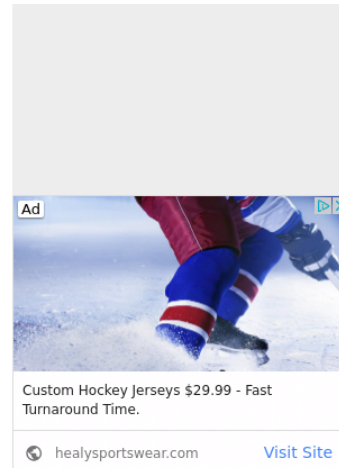
(Image credit: Getty)

After reinventing the stripes for the World Cup in Japan and South Korea, Adidas made them pointier for their next shirts.

The likes of France, Spain and Germany all get shirts like this for Euro 2004, which essentially develop the 2002 template for something modern-looking, with the futuristic type still used on the back of the shirts.

Come 2006, however, retro is big – in music, film and fashion. Adidas go back to the traditional stripes down the arms and go for vintage 70s-style fonts on the back of jerseys.

### 2010: New rules come in – changing the stripes forever





back of jerseys.

## 2010: New rules come in – changing the stripes forever



(Image credit: Getty)

According to new regulations from UEFA, the whole of the sleeve is no longer allowed to have the stripes.

Adidas now make kits with a gap left blank for competition patches on the sleeves.

## 2012: The stripes get shorter...



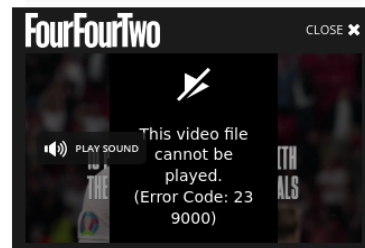
(Image credit: Getty)

Eventually, Adidas succumb to these new rules. All of their shirts now have shorter stripes on the sleeves – more like the ones from 2002.

## 2016: ...the stripes get even shorter



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(Image credit: Getty)

From 2016 onwards, the stripes are now *just* on the shoulders and not on the sleeves at all.

But Adidas have another template to refresh the icon further...

### 2016: The Three Stripes move completely

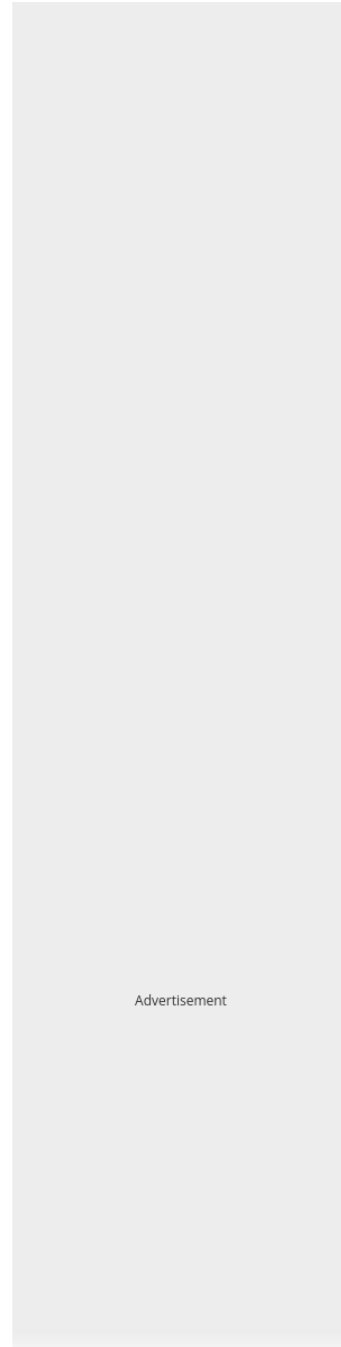


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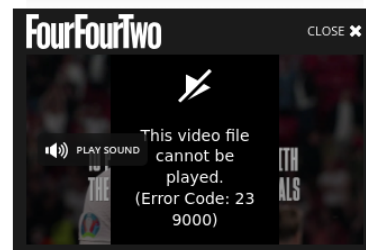
At Euro 2016, the Three Stripes are placed down the sides of the shirts, in a huge revolution for Adidas.

From now on, the brand will release the odd kit for all their major clubs and nations with stripes down the sides of the shirt rather than on the shoulders.

### 2018: Adidas reference the bigger stripes with their new World Cup shirts



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(Image credit: Getty)

In 2018, Adidas went full retro for the World Cup. They redesigned the original Telstar ball from 1970 and all their shirts harked back to the golden age.

By now though, kit rules state that no branding of a company can be a certain size on a kit. There's no chance that Adidas could get away with stripes as big as in the 90s – instead, they subtly added these little graphic elements, such as the stripes on the sides of this Mexico shirt.

The Germany home and away tops in 2018 are direct remakes of the 1988 shirts. It's unashamedly re-inventing past icons – but it looks amazing.

### 2019: The MLS get the stripes back

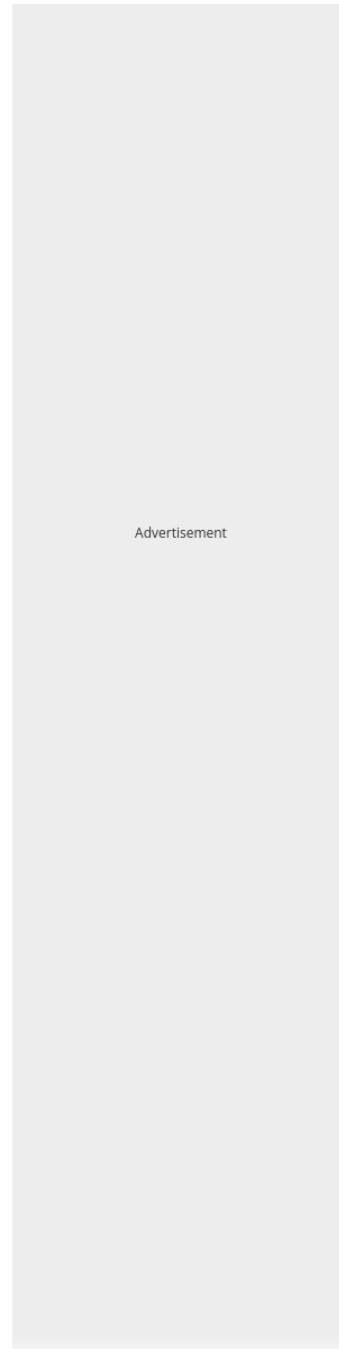


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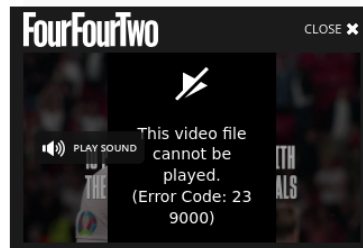
Given that such fusty kit laws only exist in Europe, Major League Soccer can profit.

MLS has a deal in which every kit is made by Adidas – so the brand decides to bring back the big shoulder stripes to an American audience with these beautiful designs.

### 2019: The stripes get subtler



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(Image credit: Getty)

In 2019, Adidas brought back that 2002 material for the stripes, almost blending them into the shirt itself.

Manchester United got a home and third shirt like this, while Real Madrid, Bayern Munich and Ajax all get similar designs.

## 2021: The Olympics ban the Three Stripes



(Image credit: Getty)

And... we've come full circle.

In 2021, the Olympic branding guidelines stated that manufacturers could only put one signifying logo on their shirts. Given that the Adidas logo was already on there, Adi removed the stripes from the adored Japan home shirt, along with other nations who were competing in football at the Games.



**Mark White**



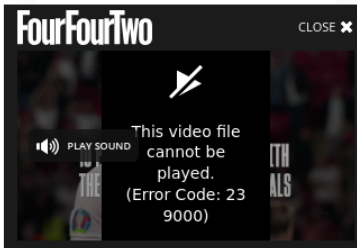
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Mark White has been at on FourFourTwo since joining in January 2020, first as a staff writer before becoming content editor in 2023. An encyclopedia of football shirts and boots knowledge – both past and present – Mark has also represented FFT at both FA Cup and League Cup finals (though didn't receive a winners' medal on either occasion) and has written pieces for the mag

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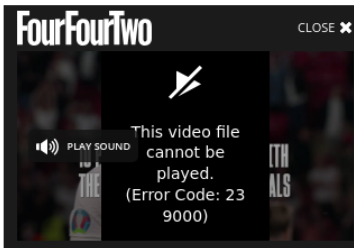
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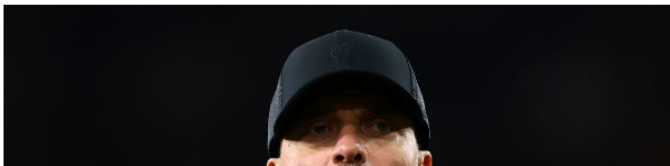
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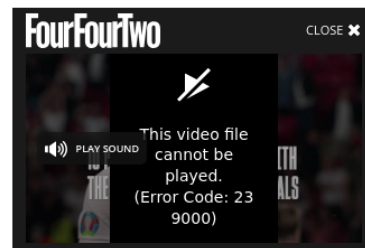
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### LIFESTYLE

## Bringing the Lego 10282 Adidas Originals Superstar to life



PHOTO: Lego

PUBLISHED ON JULY 14, 2021 8:23 AM  
By YNA Z.



The geek den is a familiar home for Lego sets. Over the years, we have unboxed and built various Lego sets, including notable ones such as the Lego 80024 Monkie Kid: The Legendary Flower Fruit Mountain Set, Lego 1989 Batwing (76161), Lego Technic 42125 Ferrari 488 GTE "AF CORSE #51" and the Lego 10283 Space Shuttle Discovery. When it comes to uniqueness, however, the new Lego 10282 Adidas Originals Superstar is at the top of our list.

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The Legendary Flower Fruit Mountain Set, Lego 1989 Batwing (76161), Lego Technic 42125 Ferrari 488 GTE "AF CORSE #51" and the Lego 10283 Space Shuttle Discovery. When it comes to uniqueness, however, the new Lego 10282 Adidas Originals Superstar is at the top of our list.

Although this is not the first time that the Danish toy company has collaborated with Adidas, previously releasing the Lego x Adidas ZX 8000 Sneaker, it seems both companies have taken the partnership to a different, higher level this time around.

The set comprises 731 pieces that recreate the iconic sneaker, from the general look of the original sneakers to detailed elements like the famous shell toe, three serrated stripes, and the Adidas logo found on the tongue and the insides of the shoe.

As is the case with any other Lego build, the set will take up a few hours of your time, but comes with the pleasant experience of discovering details that might have been missed out at first glance, which makes it all the more enjoyable after completion.

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The Lego sneaker measures over 12cm in height, 27cm in length, and 9cm in width. Despite being a model based on a right-sized UK 7 or US 7.5 shoe, it can't actually be worn. Nevertheless, this realistic tribute to the original sneaker will spark enough conversation as a collectible display piece on your shelf than on one's foot.

Whilst the instruction manual guides builders to work on the right side, those who prefer a left shoe can do so as well with the use of the extra bricks included in the set.



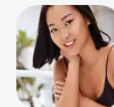
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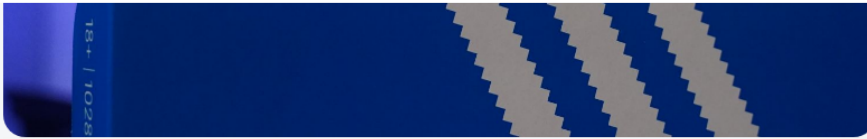


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The Lego 10282 Adidas Originals Superstar also comes with real shoelaces to tie the whole model together, alongside an authentic shoe box style packaging to showcase the shoe in all its Adidas glory. With the added display stand and plaque to add flair, the build will certainly become the pride of one's office or home.

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It can be paired with a Mini Lego Adidas Originals Superstar (40486) as well, which can be redeemed with every purchase of the Lego 10282 Adidas Originals Superstar.

Similarly, this small sneaker also dons Adidas' signature three stripes, logo on its tongue and shell toe shape, and carries a mini figure in tow that wears an Adidas box as its costume. As this is a complimentary offer, it is limited in stock and will only be available from July 1 to July 31.



PHOTO: Lego





PHOTO: Lego

Perfect for individuals who love street wear collectibles, Lego builders or both, this unique kit brings a new sense of appreciation for stunning design and attention to detail.

If you are interested in spicing up your model, you can do so by adding other coloured bricks and creating designs that will bring out your creativity. In any case, the Lego 10282 Adidas Originals Superstar is a great centre piece and conversation starter.



PHOTO: Lego

The Lego 10282 Adidas Originals Superstar is available for purchase via Lego Certified Stores on [Lazada](#), [Shopee](#) and [Amazon](#), as well as the [Adidas online store](#) and [Lego online store](#) for \$149.90.

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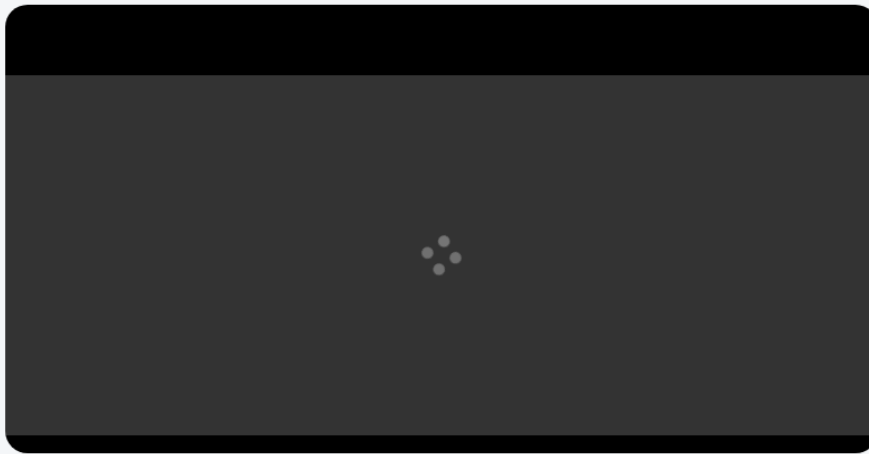
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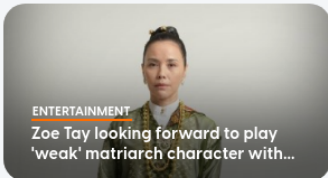
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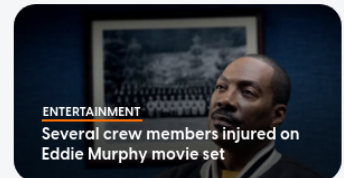
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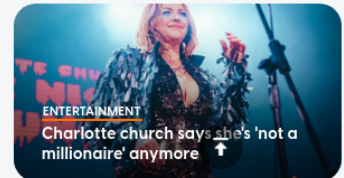
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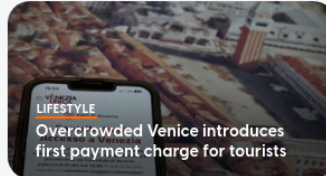
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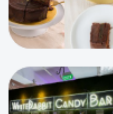
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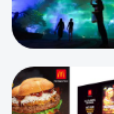
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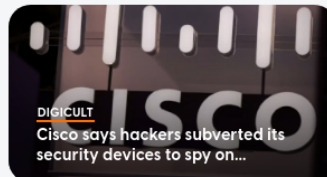
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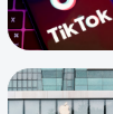
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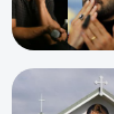
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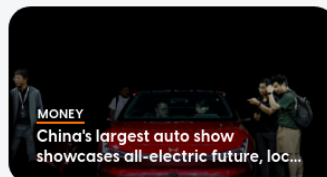
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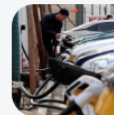
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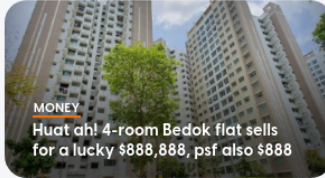
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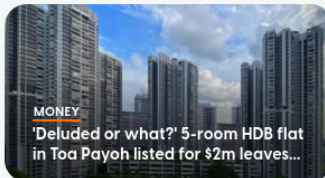
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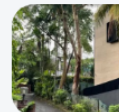
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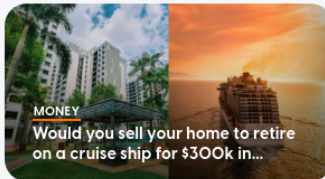
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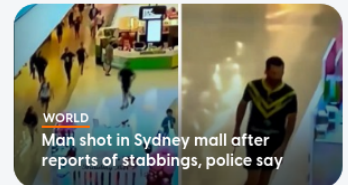
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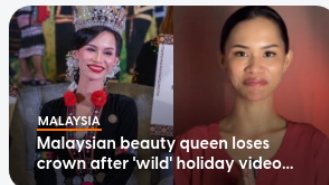
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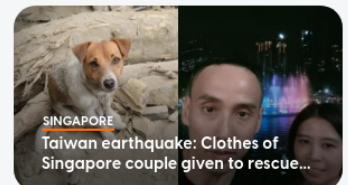
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